Exhibit 2

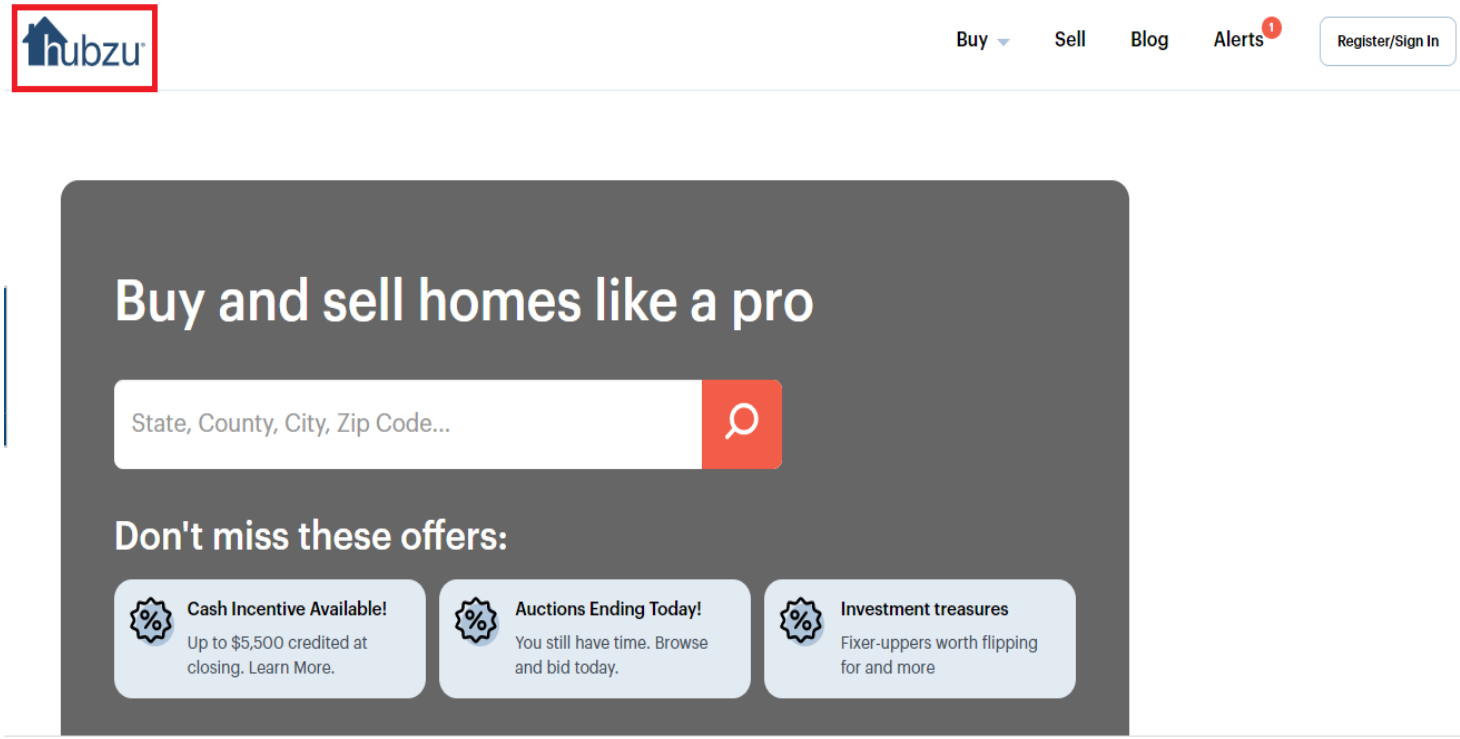
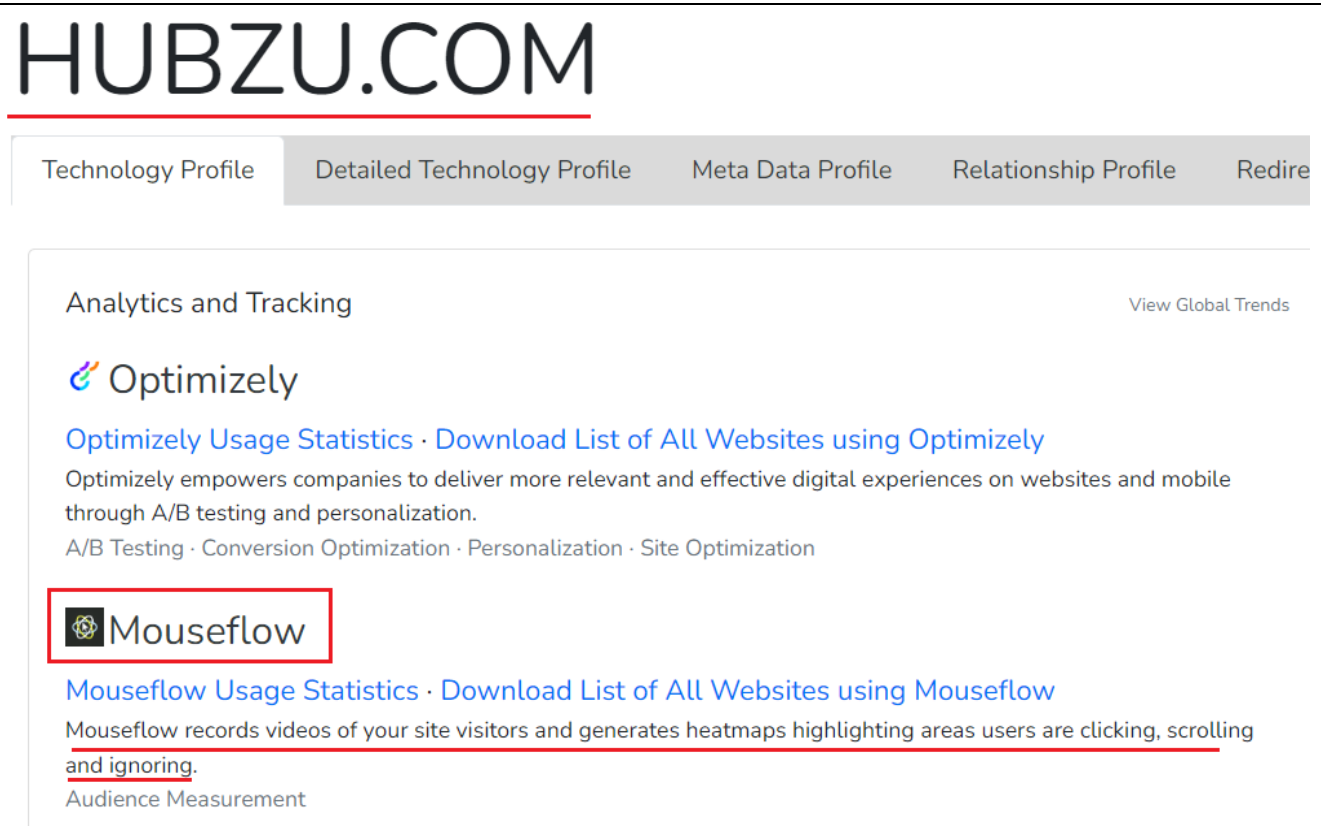
US9454777	Hubzu ("The accused instrumentality")
1. A method to use feedback in a system implemented by a computing device, comprising:	The accused instrumentality practices a method to use feedback (e.g., feedback campaign) in a system implemented by a computing device (e.g., a server of the accused instrumentality).  https://www.hubzu.com/ As shown below, Hubzu uses Mouseflow to detect rage click sessions and trigger feedback campaign.

Exhibit 2

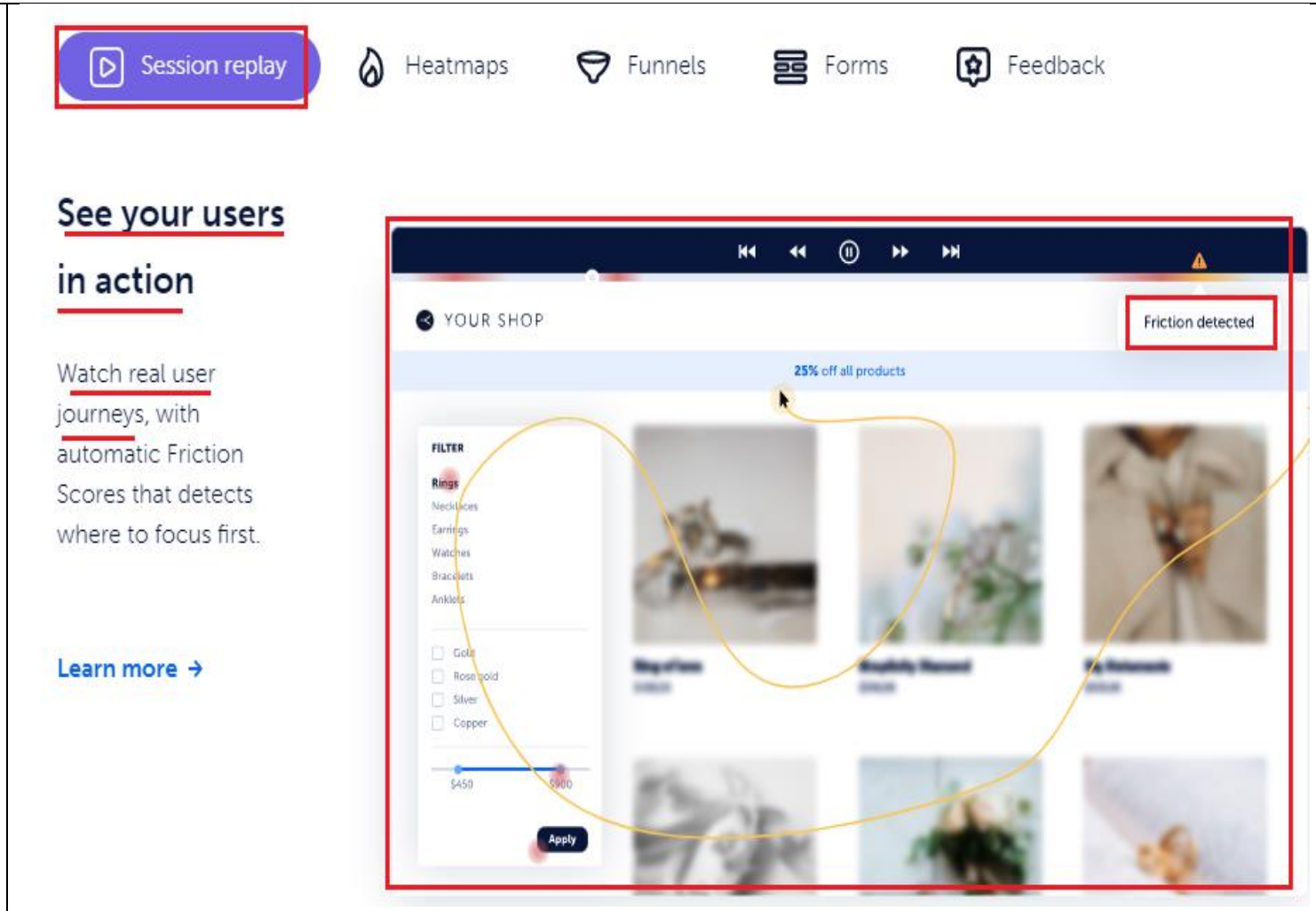


https://builtwith.com/hubzu.com

Exhibit 2

Source: Fiddler packet capture

Exhibit 2



https://mouseflow.com

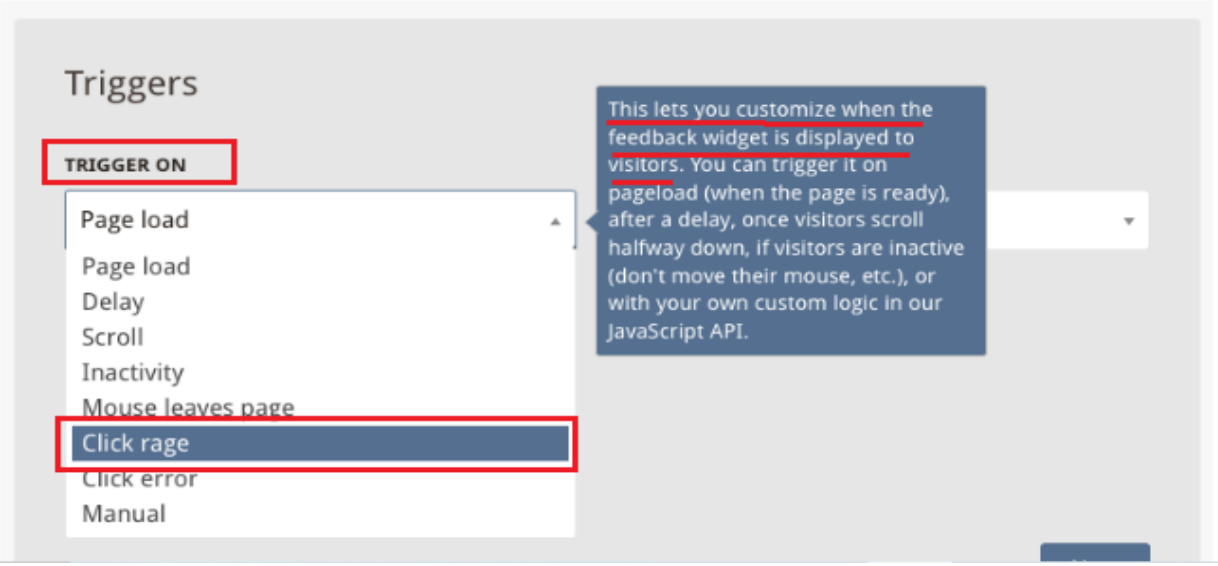
Exhibit 2

	# Create a Feedback Campaign Written by Chris Borsheim Updated over a week ago Feedback Campaigns are a great way of collecting real feedback directly your users while they're using your website. You can trigger the campaign to ask the user for feedback based on a number of conditions. But default, we will display the feedback campaign to all users, for their first visit. **Note:** Feedback campaigns require an active recording session for the user for it to fire. If you are out of credits, the feedback campaign will not fire. https://help.mouseflow.com/en/articles/4291376-create-a-feedback-campaign

Exhibit 2

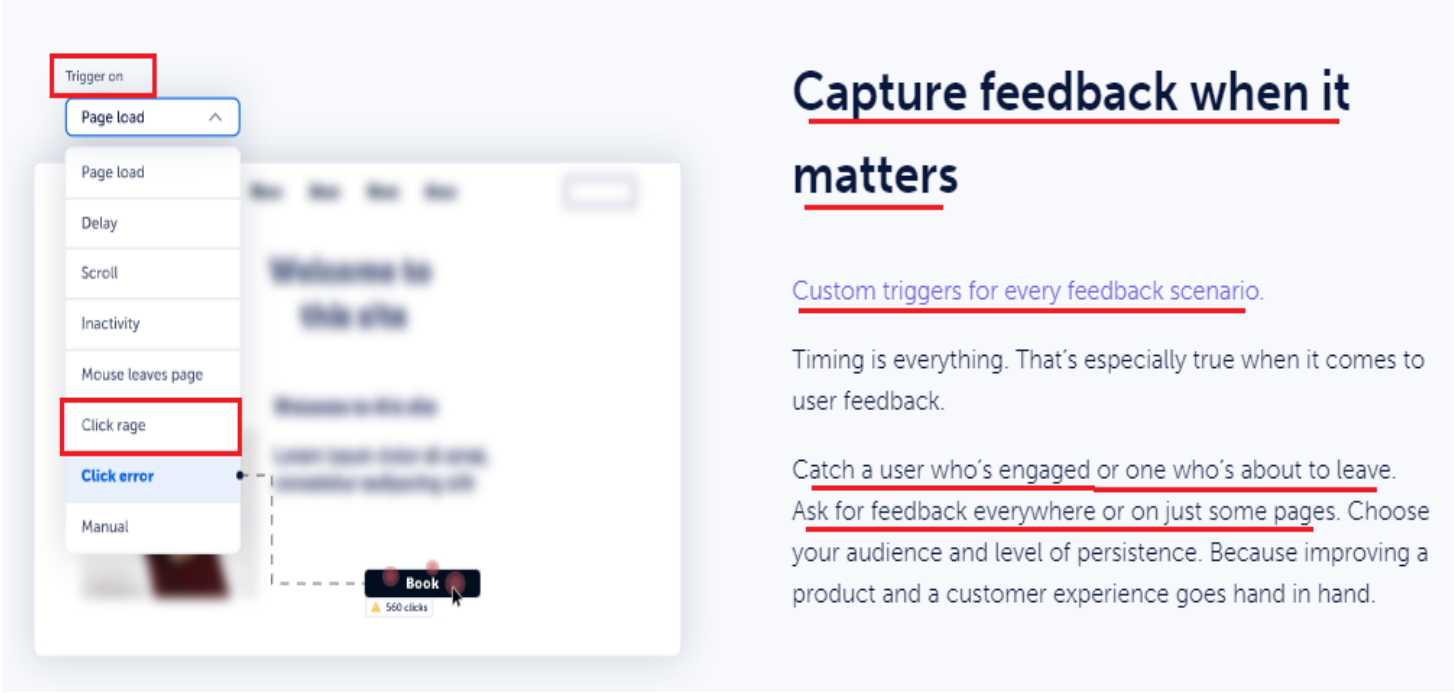
The main elements here is the trigger itself where you can choose either:

- **Page load** which will trigger the campaign as soon as the page is loaded
- **Delay** where you can 1-30 second delay after page load
- **Scroll** where you can choose to trigger the campaign when the customer has scrolled between 10- and 100% down the page
- **Inactivity** which lets you trigger the campaign whenever a user is inactive for a period of time between 10 seconds and 2 minutes
- **Friction Indicators** such as 'Mouse Leaves Page', 'Click Rage' or 'Click errors'. This setting allows you to address friction events directly by for example triggering the feedback campaign if a javaScript 'click error' happens on the page



https://help.mouseflow.com/en/articles/4291376-create-a-feedback-campaign

Exhibit 2



https://mouseflow.com/features/user-feedback-tool/

Exhibit 2

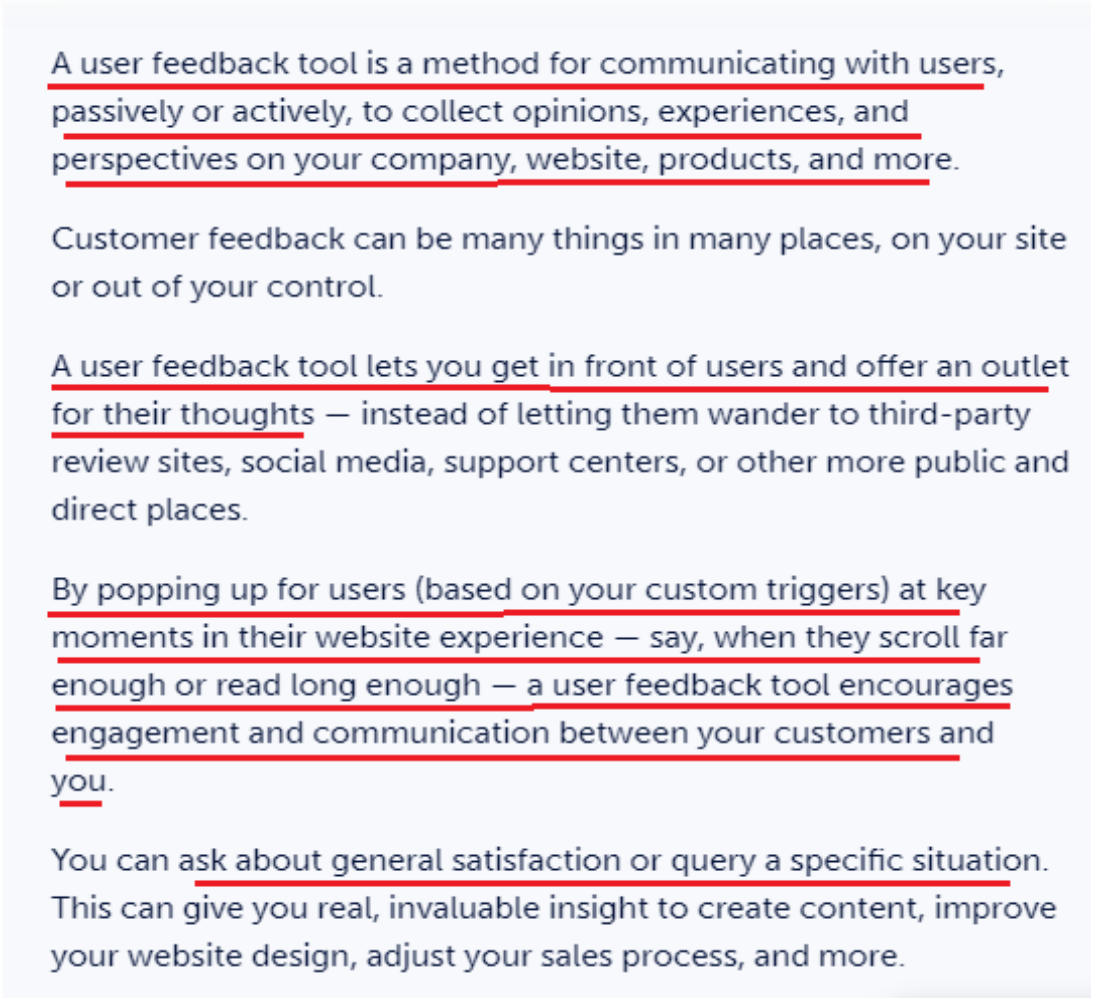
	 https://mouseflow.com/features/user-feedback-tool/
receiving, by the computing device, a frustration event	The accused instrumentality practices receiving, by the computing device (e.g., a server of the accused instrumentality), a frustration event package (e.g., a feedback message from a user of a smartphone/PC enabled with the accused instrumentality) comprising a user frustration event indicator (e.g., an indicator which designates that the

Exhibit 2

package comprising a user frustration event indicator and an associated event indicator that indicates a level and a type of user frustration associated with a user frustration event, wherein the user frustration event is associated with a device event that includes an active operation of a device at a time when the user frustration event occurred;	received message is a feedback message) and an associated event indicator that indicates a level (e.g., an indicator to show information regarding the issue such as session recordings, text, numbers, smileys, etc.) and a type of user frustration associated with a user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking), wherein the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) is associated with a device event (e.g., answering the feedback question that appears on a pop-up message) that includes an active operation of a device (e.g., active operation of the accused instrumentality) at a time when the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) occurred. The accused instrumentality utilizes Mouseflow for detecting user behavior. As shown below, when an issue, which incites user frustration (e.g., when user clicks repeatedly on a particular element or certain area of app or website i.e., rage click) occurred at the interface of the accused instrumentality while using it, the user can provide feedback about the issue. The accused instrumentality provides a feature to automatically trigger a feedback campaign when rage clicks are detected. The rage clicking action gets detected by the accused instrumentality through the user device. The accused instrumentality receives a feedback message package which includes information regarding the issue such as session recordings, text, numbers, smileys, other additional information, etc. As feedback campaign requires active recording session for it to fire, the accused instrumentality will capture the session recording for rage click events along with the feedback message. The user device sends the feedback message to the server of the accused instrumentality. Upon information and belief, the server of the accused instrumentality receives the frustration event package comprising a user frustration event indicator and an associated event indicator that indicates a level and a type of user frustration associated with a user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking), wherein the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) is associated with a device event (e.g., answering the feedback question that appears on a pop-up message) that includes an active operation of a device (e.g., active operation of the accused instrumentality) at a time when the user frustration event (e.g., repeatedly clicking on particular element i.e., rage clicking) occurred.

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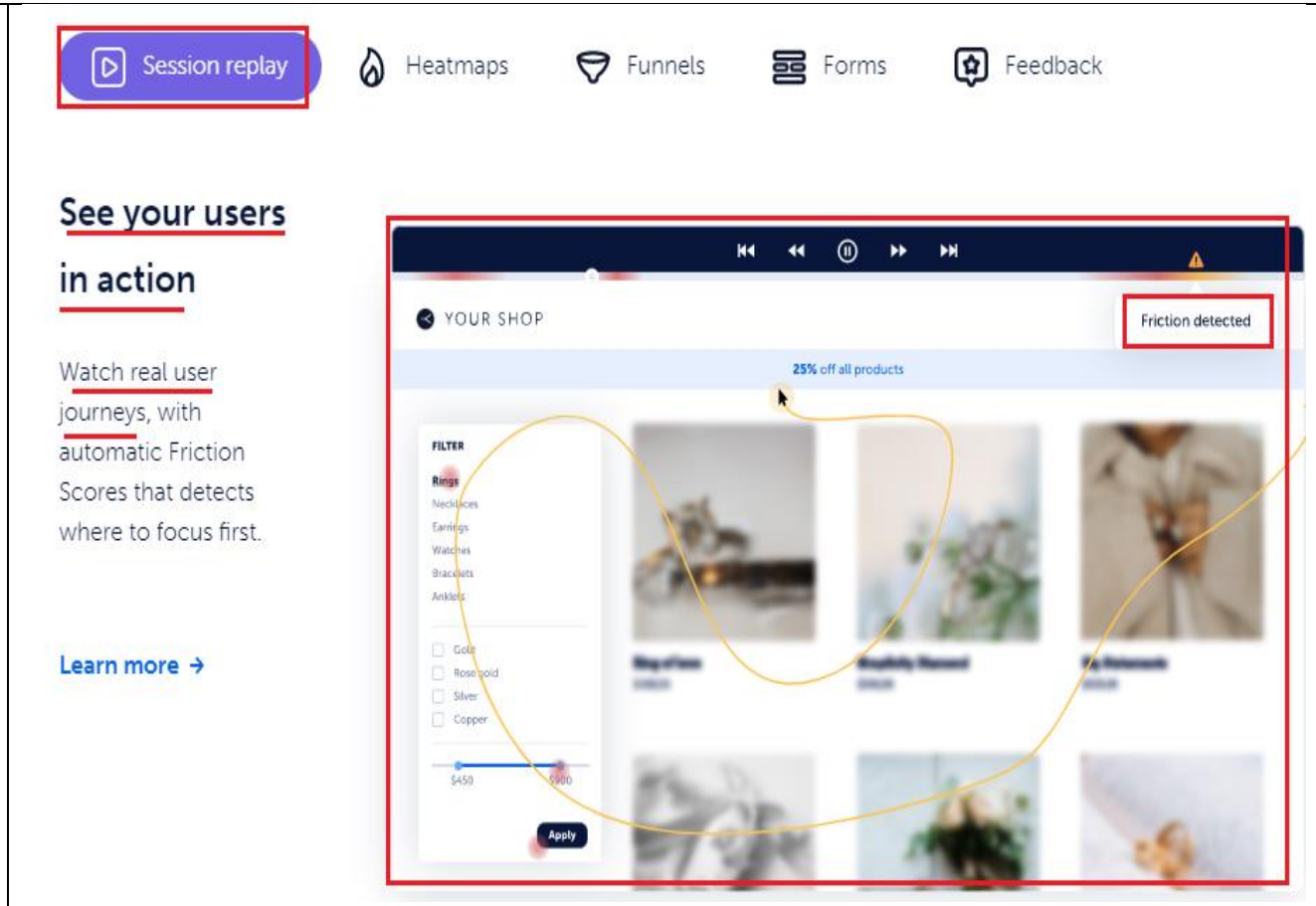


https://mouseflow.com

Exhibit 2

	2. Click 5 times on the same element in less than 1 second (Click Rage) Click Rage Usually indicates usability or performance issues on your site where functionality does not match the user's expectations. Most often, the user is attempting to click an element that isn't clickable, or the page is taking too long to load. Both of these scenarios will cause the user to become frustrated and will drastically lower the likelihood of them completing a purchase or signing up for your service. https://mouseflow.com/blog/rescue-lost-conversions-with-mouseflow/

Exhibit 2

Understanding Friction on your website

Learn how Mouseflow automatically identifies Friction events from your website visitors to easily understand frustration points for them

Written by Chris Borsheim
Updated over a week ago

Website visitors have common frustration points on websites that cause them to leave, not complete tasks, or fail to convert. Mouseflow watches for these events and automatically tags the session recordings with this information to help isolate your pages or recordings where users experienced frustration using your website.

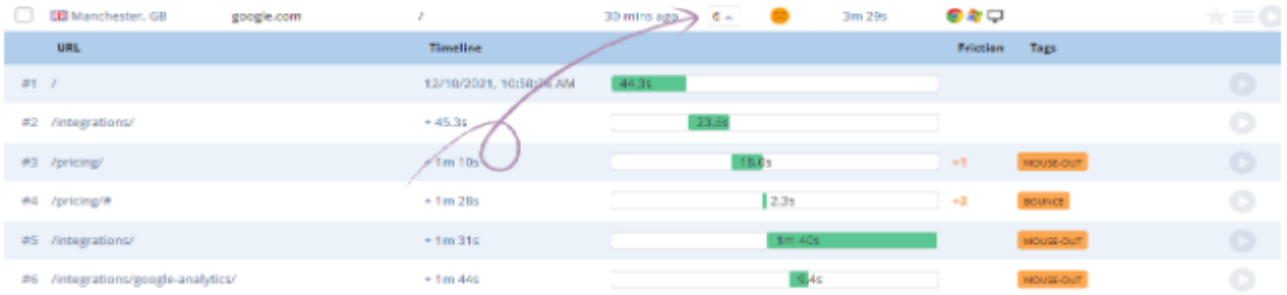
This is called Friction and is displayed in Recordings as seen below:

https://help.mouseflow.com/en/articles/4270565-understanding-friction-on-your-website

Exhibit 2

Mouseflow has seven unique friction events that a user can experience. Each event has a unique value associated with it which we use to provide an overall score to the page or session recording that will help you understand its intensity and impact.

You can click on the number of page views in the recording to see the type of friction event per page:



The seven unique friction events are:

Click-Rage

Each time a user excessively clicks in a short period, we automatically tag the session the 'click-rage' tag.

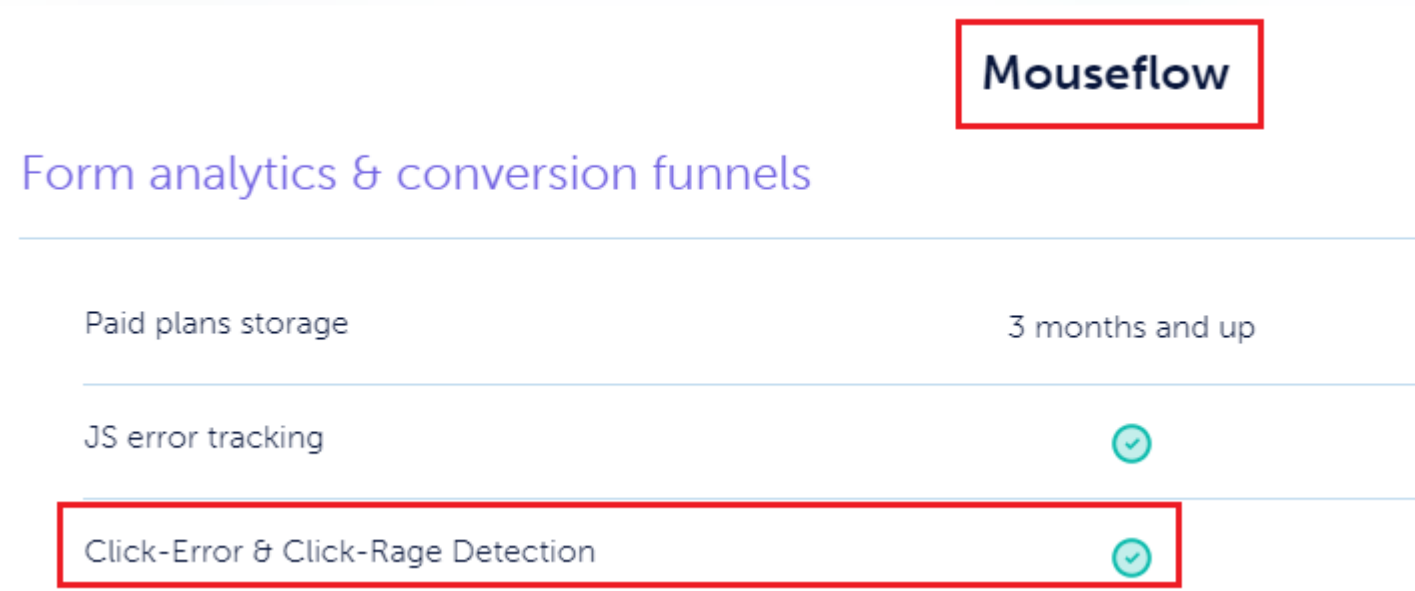
Click-Rage is a serious Friction event and counts as 3 'friction points'. This event alone will mark the recording as a visit with friction.

Exhibit 2

https://help.mouseflow.com/en/articles/4270565-understanding-friction-on-your-website

- **Page load**: Show the campaign as soon as your page finishes loading.
- **Delay (10s)**: Show the campaign ten seconds after your page finishes loading.
- **50% Scroll**: Show the campaign once the user has scrolled halfway down the page.
- **Inactivity**: Show the campaign when the user has remained inactive for thirty seconds.
- **Mouse leaves page**: Show the campaign when the user moves their mouse away from the page.
- **Click rage**: Show the campaign when click rage is detected (rapid series of clicks indicating user frustration).

Exhibit 2

	https://help.mouseflow.com/en/articles/4291464-choose-when-and-how-to-fire-your-feedback-campaign  https://mouseflow.com/comparison/lucky-orange-vs-mouseflow-l-which-tool-is-best-2022/

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	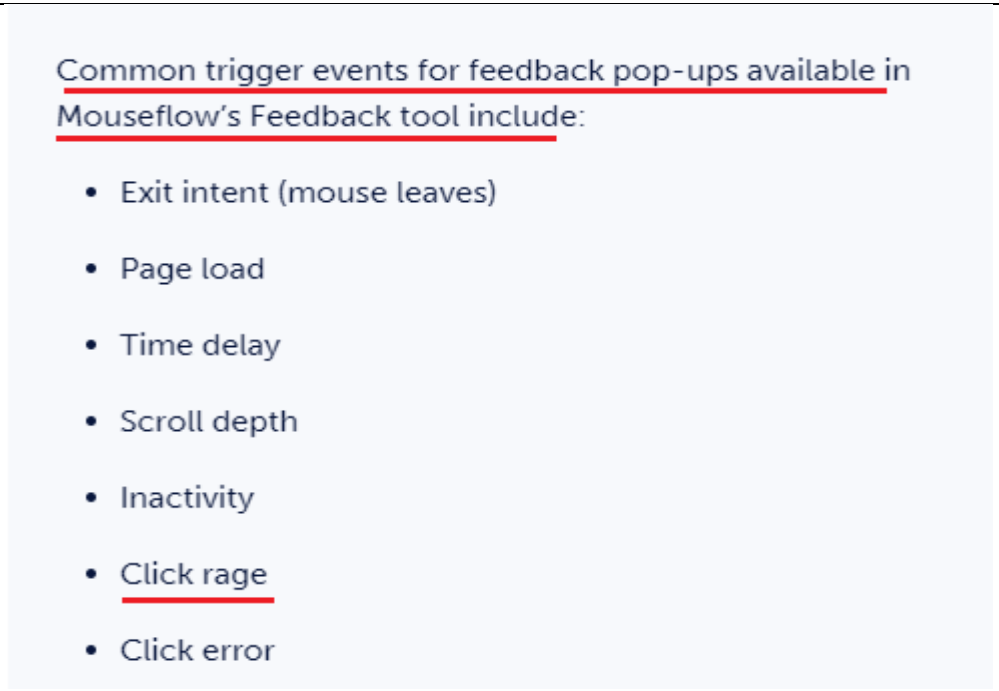 https://mouseflow.com/features/user-feedback-tool/

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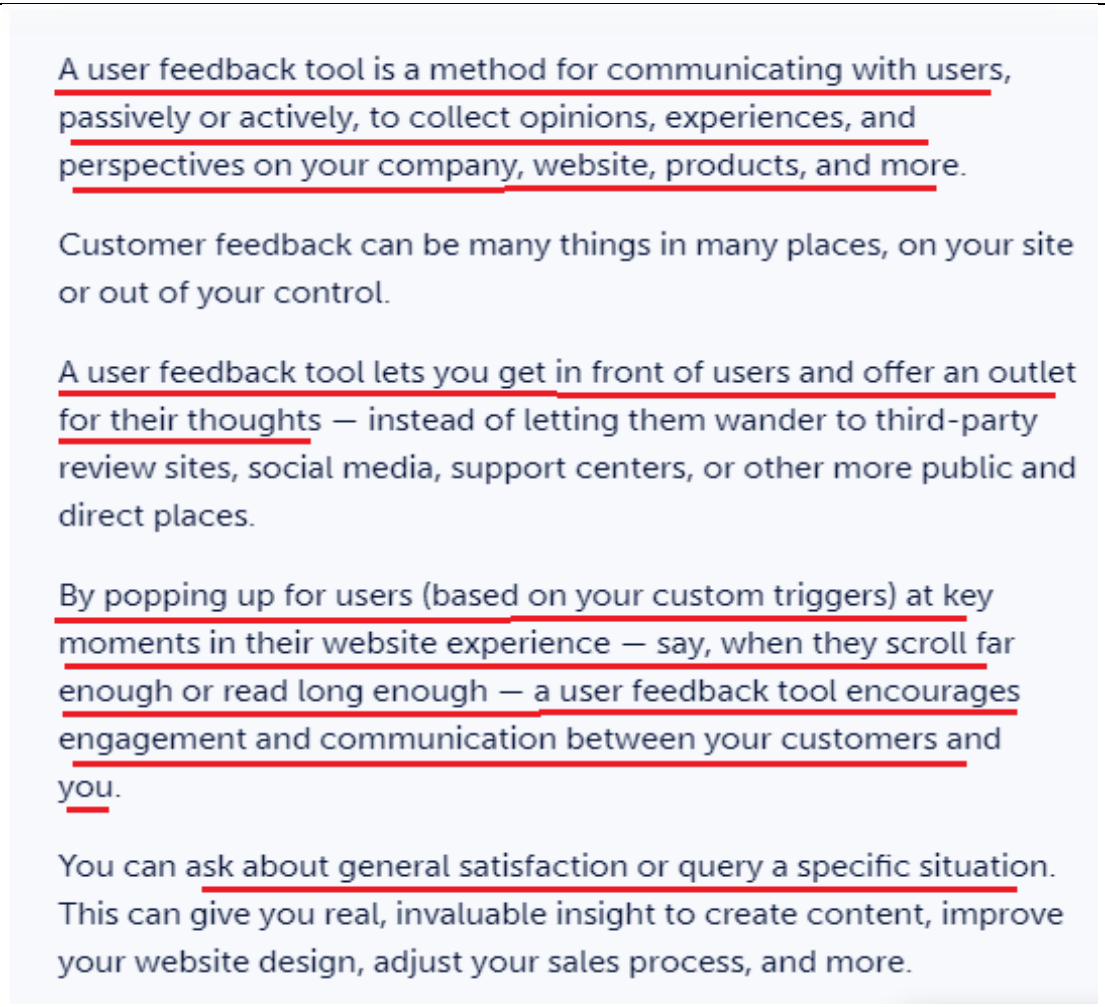

A user feedback tool is a method for communicating with users, passively or actively, to collect opinions, experiences, and perspectives on your company, website, products, and more.

Customer feedback can be many things in many places, on your site or out of your control.

A user feedback tool lets you get in front of users and offer an outlet for their thoughts — instead of letting them wander to third-party review sites, social media, support centers, or other more public and direct places.

By popping up for users (based on your custom triggers) at key moments in their website experience — say, when they scroll far enough or read long enough — a user feedback tool encourages engagement and communication between your customers and you.

You can ask about general satisfaction or query a specific situation. This can give you real, invaluable insight to create content, improve your website design, adjust your sales process, and more.

https://mouseflow.com/features/user-feedback-tool/

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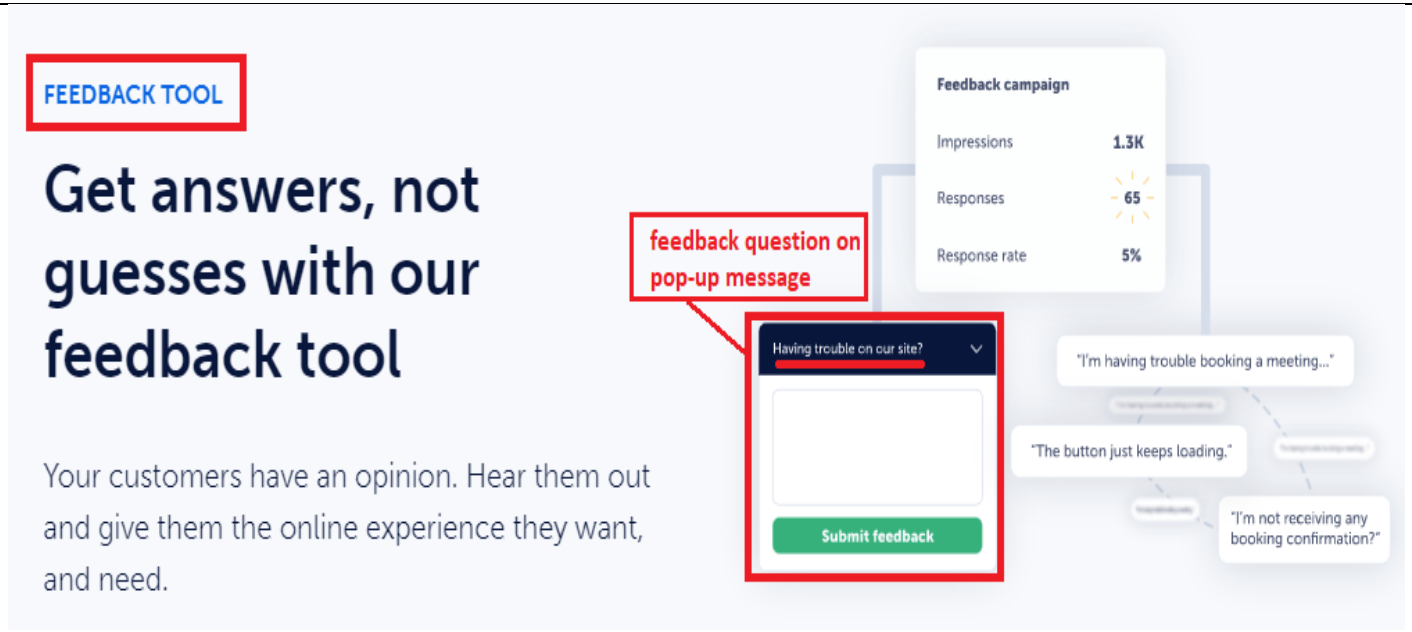

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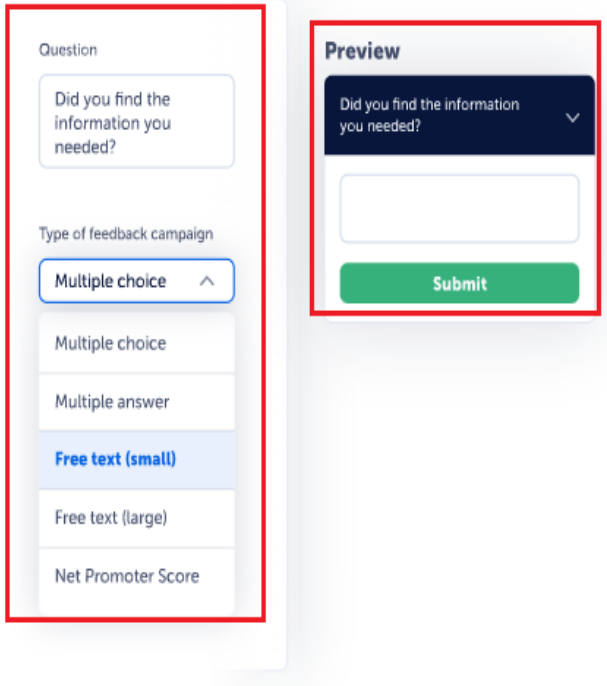
	Feedback options that fit all needs Choose from free text, NPS, and multiple choice. Gather feedback on your terms to help your teams drive decisions with confidence. Low-effort, high impact response options empower user engagement. Longform selections capture in-depth feedback (that you'd prefer to get directly than find in a review!).  https://mouseflow.com/features/user-feedback-tool/

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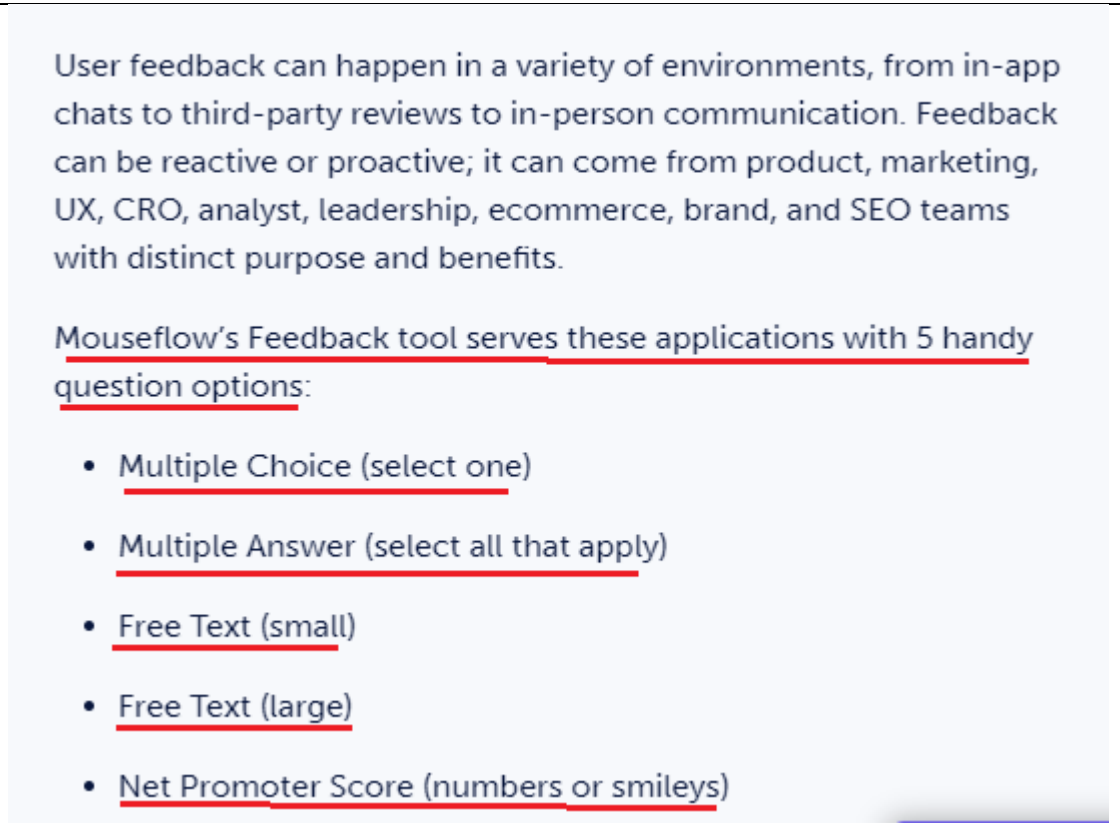

https://mouseflow.com/features/user-feedback-tool/

Exhibit 2

Create a Feedback Campaign

Written by Chris Borsheim
Updated over a week ago

Feedback Campaigns are a great way of collecting real feedback directly your users while they're using your website. You can trigger the campaign to ask the user for feedback based on a number of conditions. But default, we will display the feedback campaign to all users, for their first visit.

Note: Feedback campaigns require an active recording session for the user for it to fire. If you are out of credits, the feedback campaign will not fire.

https://help.mouseflow.com/en/articles/4291376-create-a-feedback-campaign

So, a session recording is when software is used to track that user's activity during that session. Clicks, scrolls, hovers, and other mouse data is tracked. So are keyboard inputs (except for anonymized forms) and navigation, documenting users as they fill out forms or search bars and navigate to different pages.

https://mouseflow.com/features/session-recording-tool/

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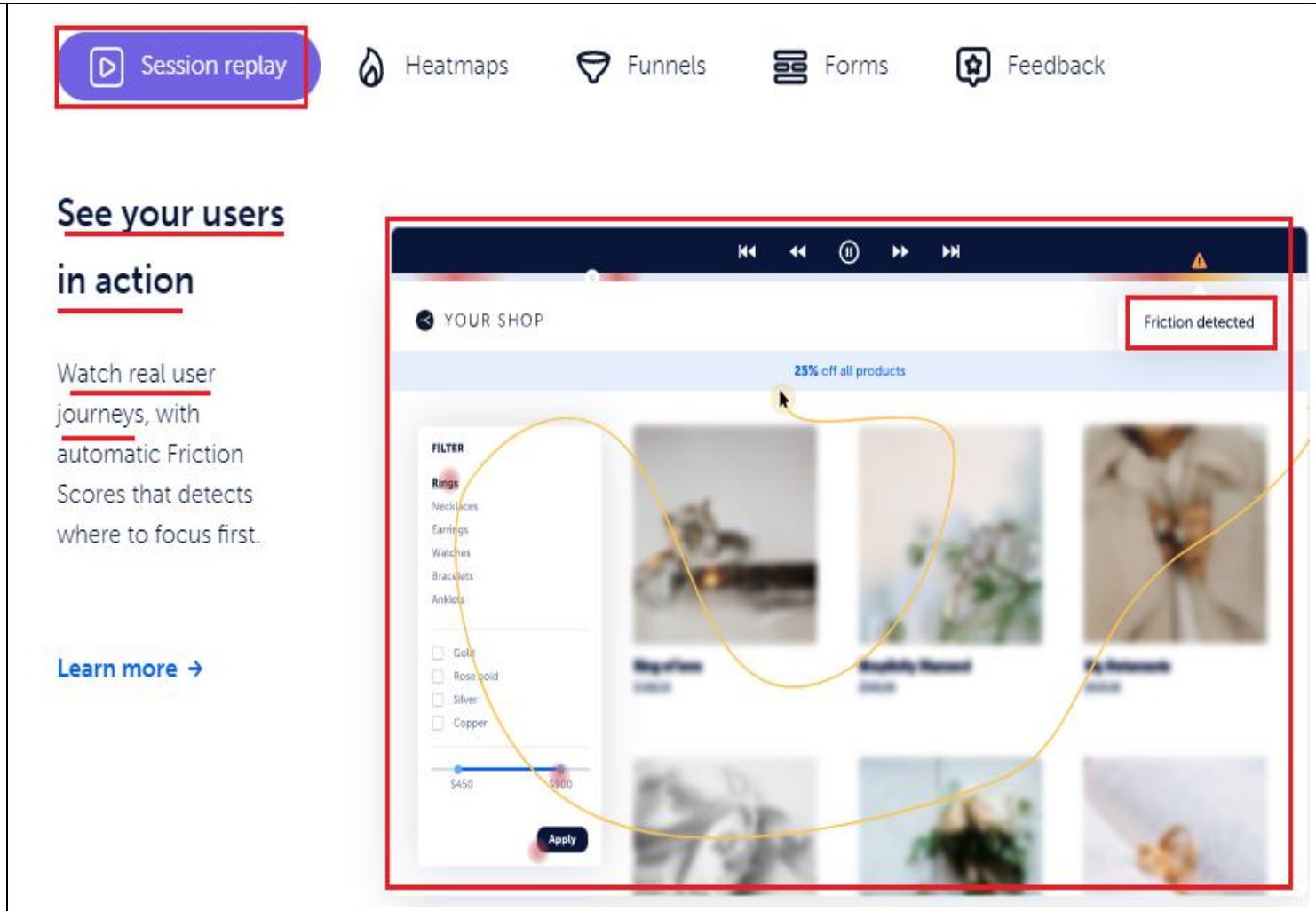

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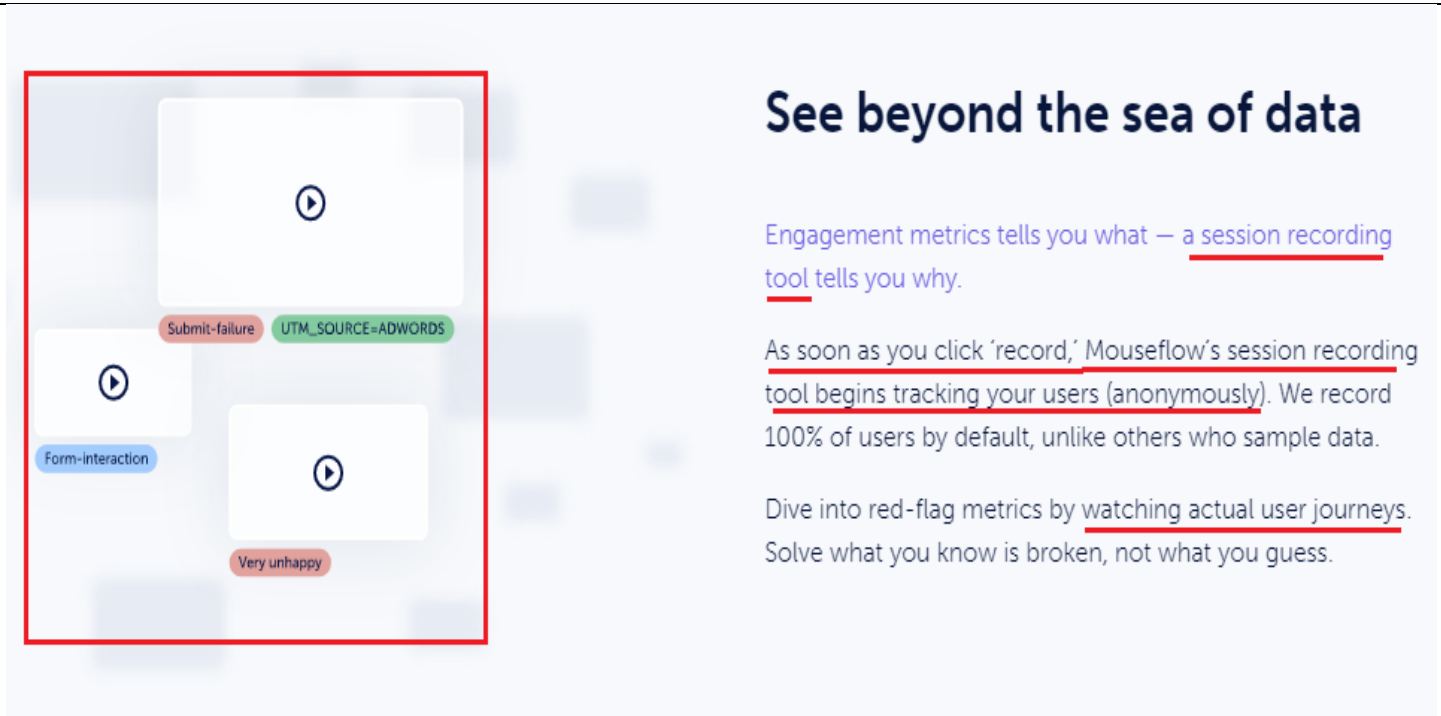

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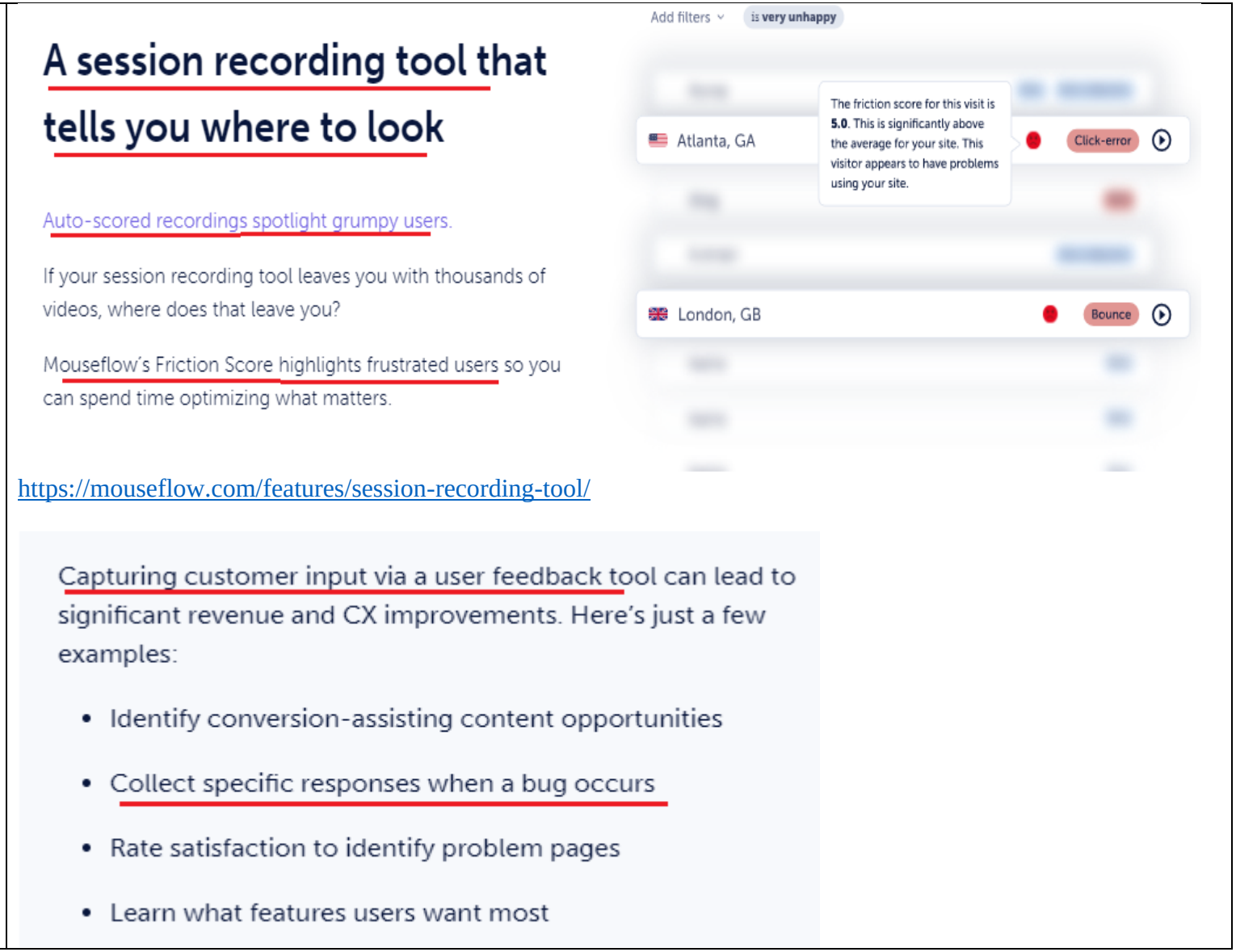
A session recording tool that tells you where to look
Auto-scored recordings spotlight grumpy users.
If your session recording tool leaves you with thousands of videos, where does that leave you?
Mouseflow's Friction Score highlights frustrated users so you can spend time optimizing what matters.
Add filters
is very unhappy
The friction score for this visit is 5.0. This is significantly above the average for your site. This visitor appears to have problems using your site.
Atlanta, GA
Click-error
London, GB
Bounce
https://mouseflow.com/features/session-recording-tool/
Capturing customer input via a user feedback tool can lead to significant revenue and CX improvements. Here's just a few examples:
• Identify conversion-assisting content opportunities
• Collect specific responses when a bug occurs
• Rate satisfaction to identify problem pages
• Learn what features users want most

Exhibit 2

	https://mouseflow.com/features/user-feedback-tool/
determining, by the computing device, feedback based at least in part on the user frustration event indicator and the associated event indicator; and	The accused instrumentality practices a method of determining, by the computing device (e.g., a server of the accused instrumentality), feedback based at least in part on the user frustration event indicator (e.g., an indicator which designates that the received message is a feedback message) and the associated event indicator (e.g., an indicator to show information regarding the issue such as session recordings, text, numbers, smileys, etc.). The accused instrumentality utilizes Mouseflow for detecting user behavior. As shown below, when an issue, which incites user frustration (e.g., when user clicks repeatedly on a particular element or certain area of app or website i.e., rage click) occurred at the interface of the accused instrumentality while using it, the user can provide feedback about the issue. The accused instrumentality provides a feature to automatically trigger a feedback campaign when rage clicks are detected. The rage clicking action gets detected by the accused instrumentality through the user device. The accused instrumentality receives a feedback message package which includes information regarding the issue such as session recordings, text, numbers, smileys, other additional information, etc. As feedback campaign requires active recording session for it to fire, the accused instrumentality will capture the session recording for rage click events along with the feedback message. The user device sends the feedback message to the server of the accused instrumentality.

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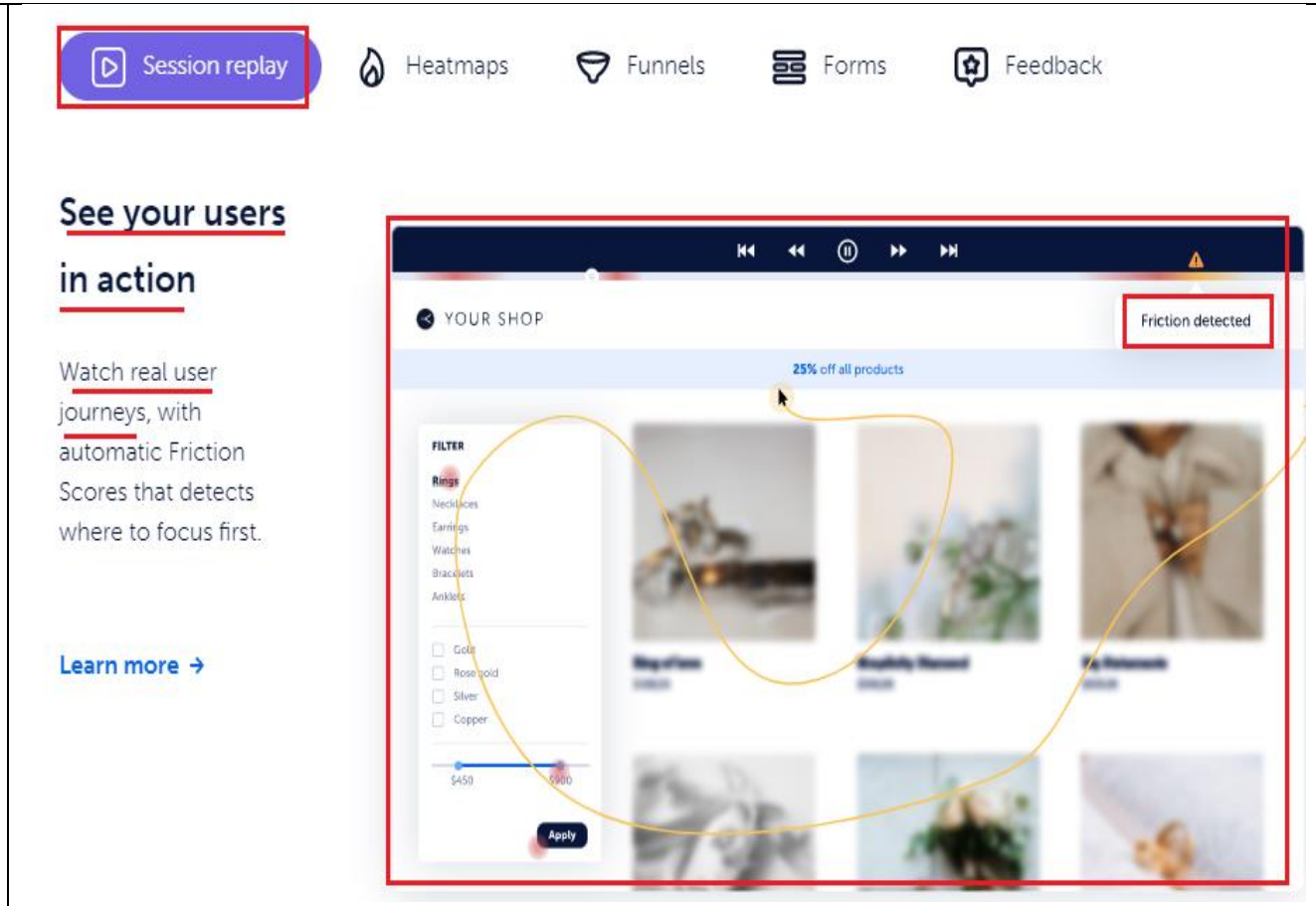

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	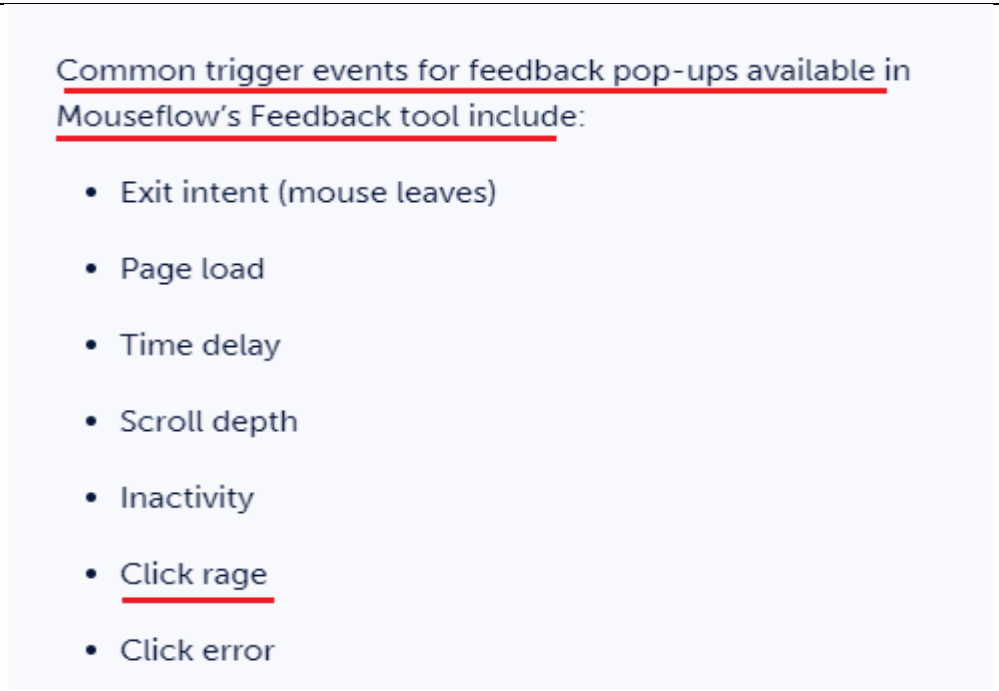 https://mouseflow.com/features/user-feedback-tool/

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	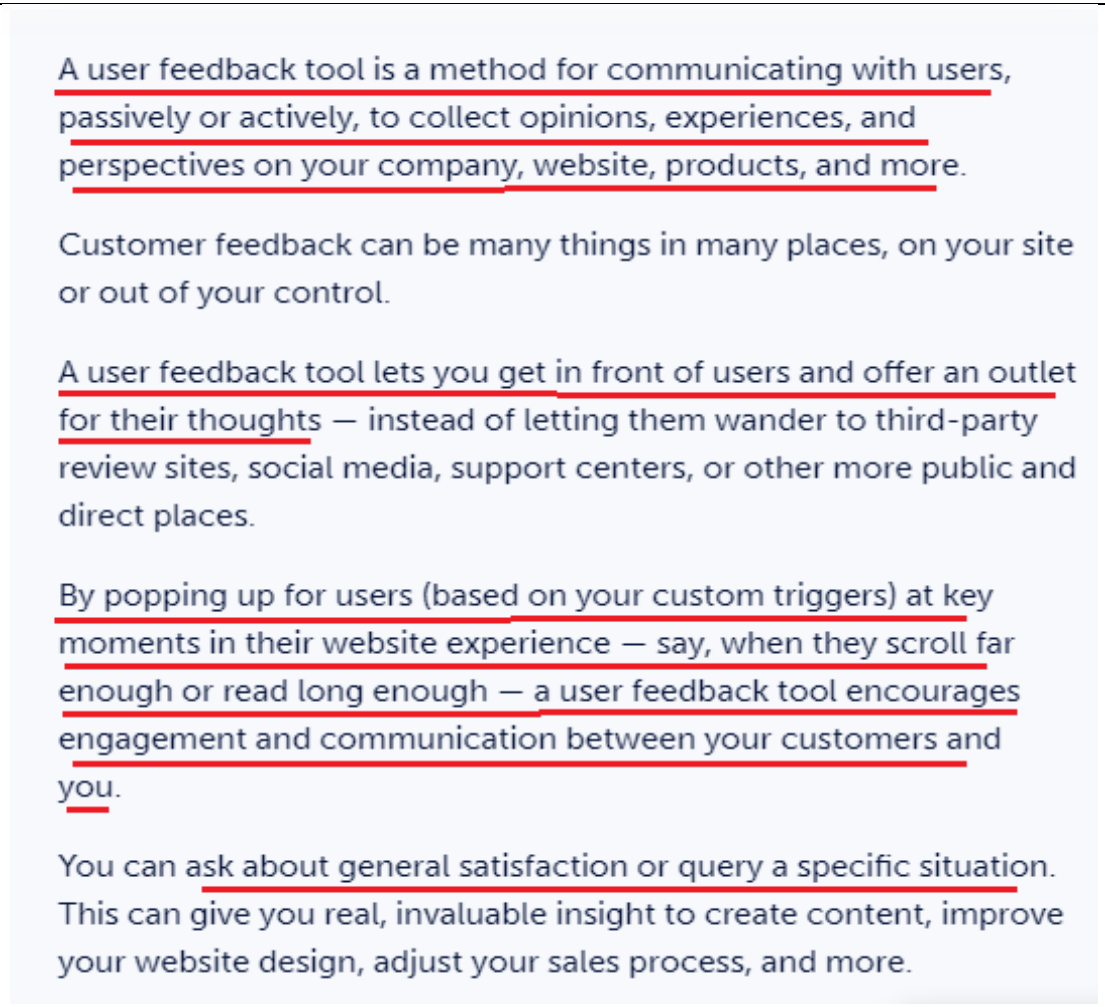 https://mouseflow.com/features/user-feedback-tool/

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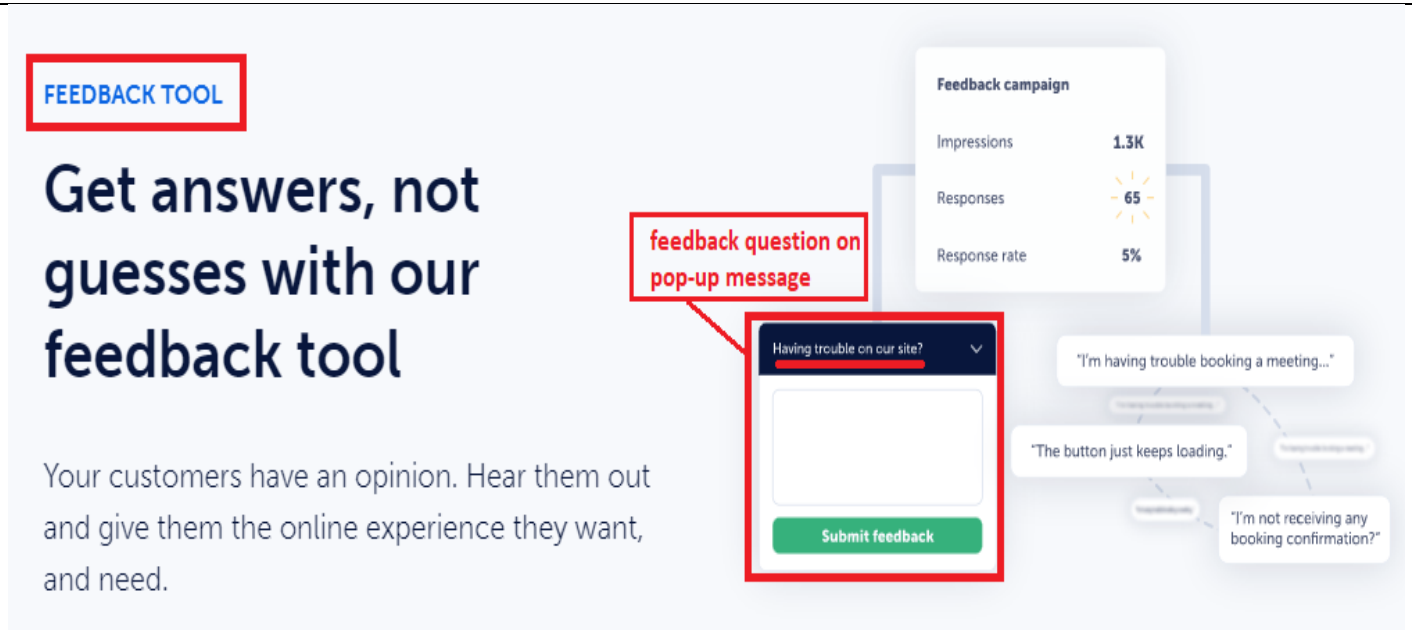

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Exhibit 2

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Choose from free text, NPS, and multiple choice.

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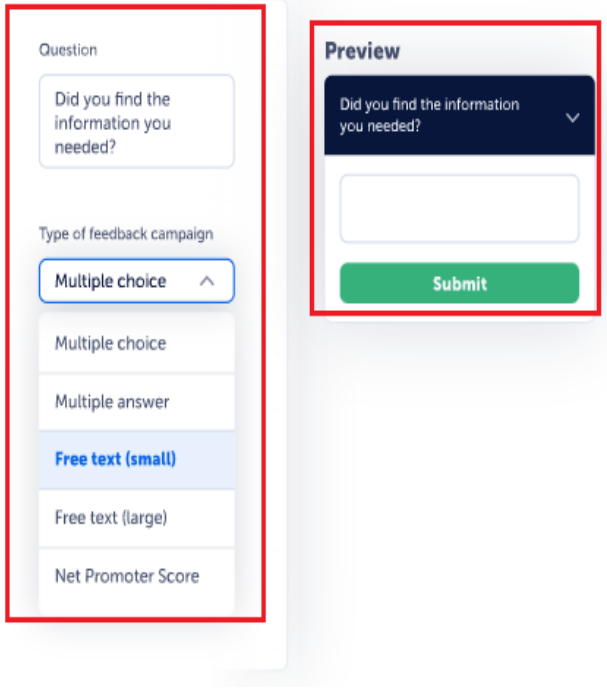

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	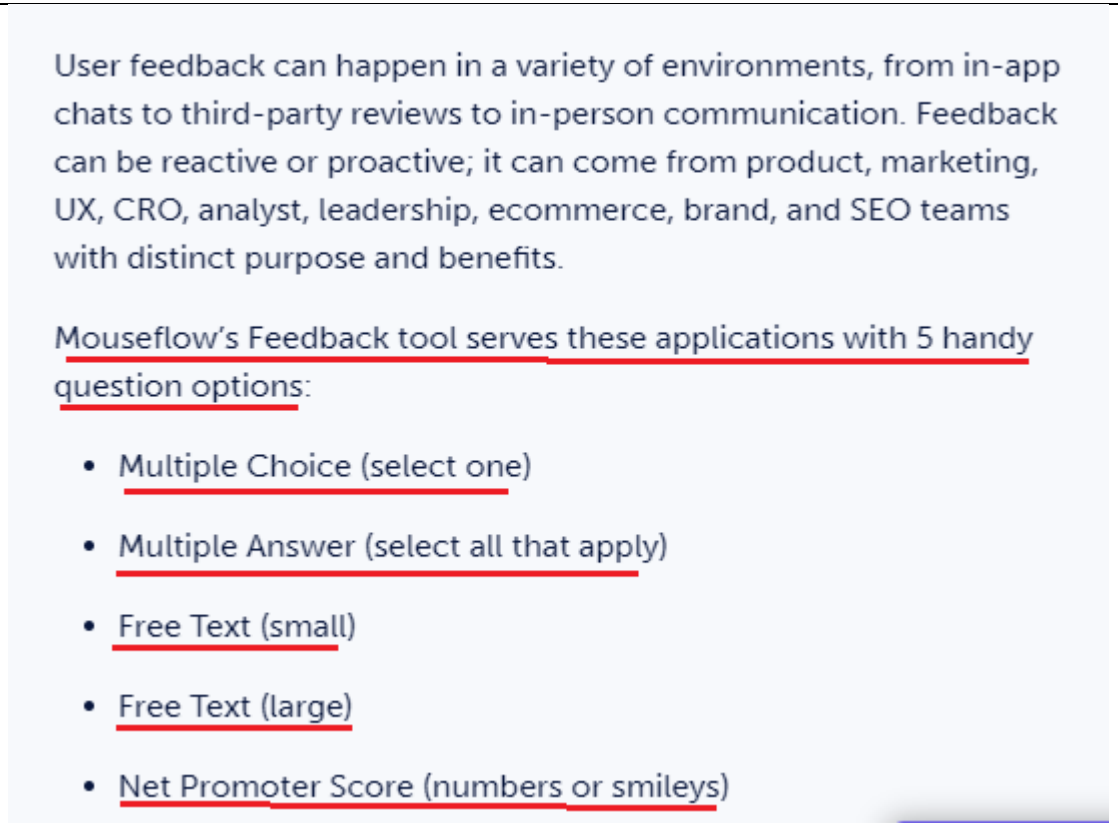 https://mouseflow.com/features/user-feedback-tool/

Exhibit 2

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Learn how Mouseflow automatically identifies Friction events from your website visitors to easily understand frustration points for them

Written by Chris Borsheim
Updated over a week ago

Website visitors have common frustration points on websites that cause them to leave, not complete tasks, or fail to convert. Mouseflow watches for these events and automatically tags the session recordings with this information to help isolate your pages or recordings where users experienced frustration using your website.

This is called Friction and is displayed in Recordings as seen below:

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Mouseflow has seven unique friction events that a user can experience. Each event has a unique value associated with it which we use to provide an overall score to the page or session recording that will help you understand its intensity and impact.

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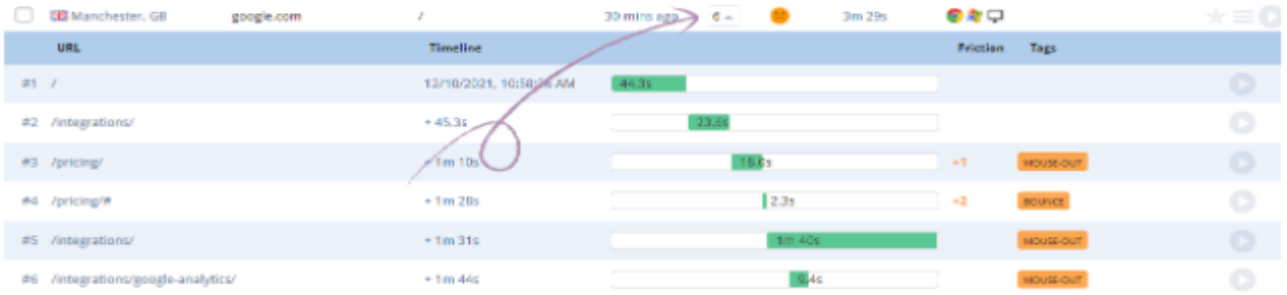

The seven unique friction events are:

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Click-Rage is a serious Friction event and counts as 3 'friction points'. This event alone will mark the recording as a visit with friction.

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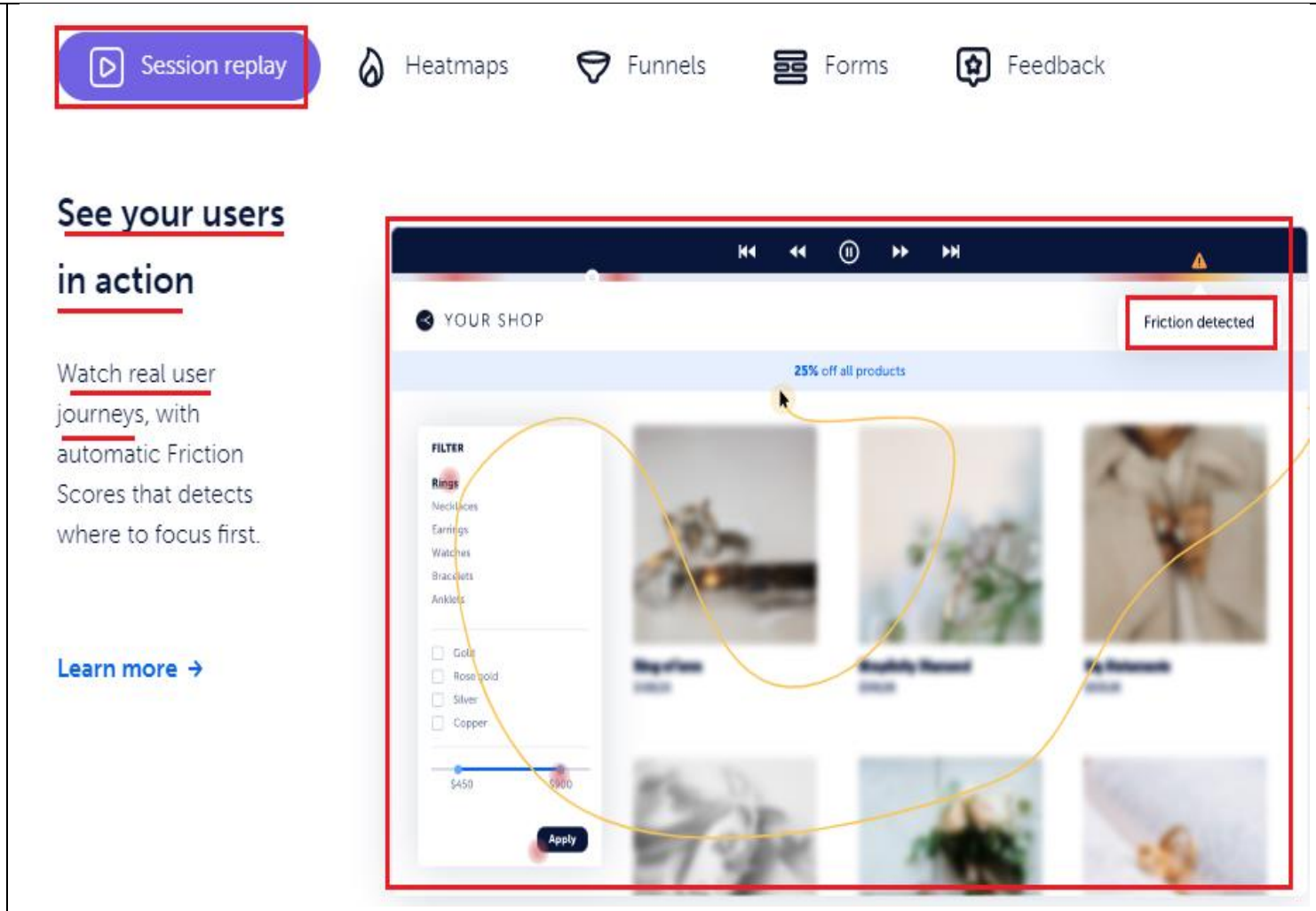

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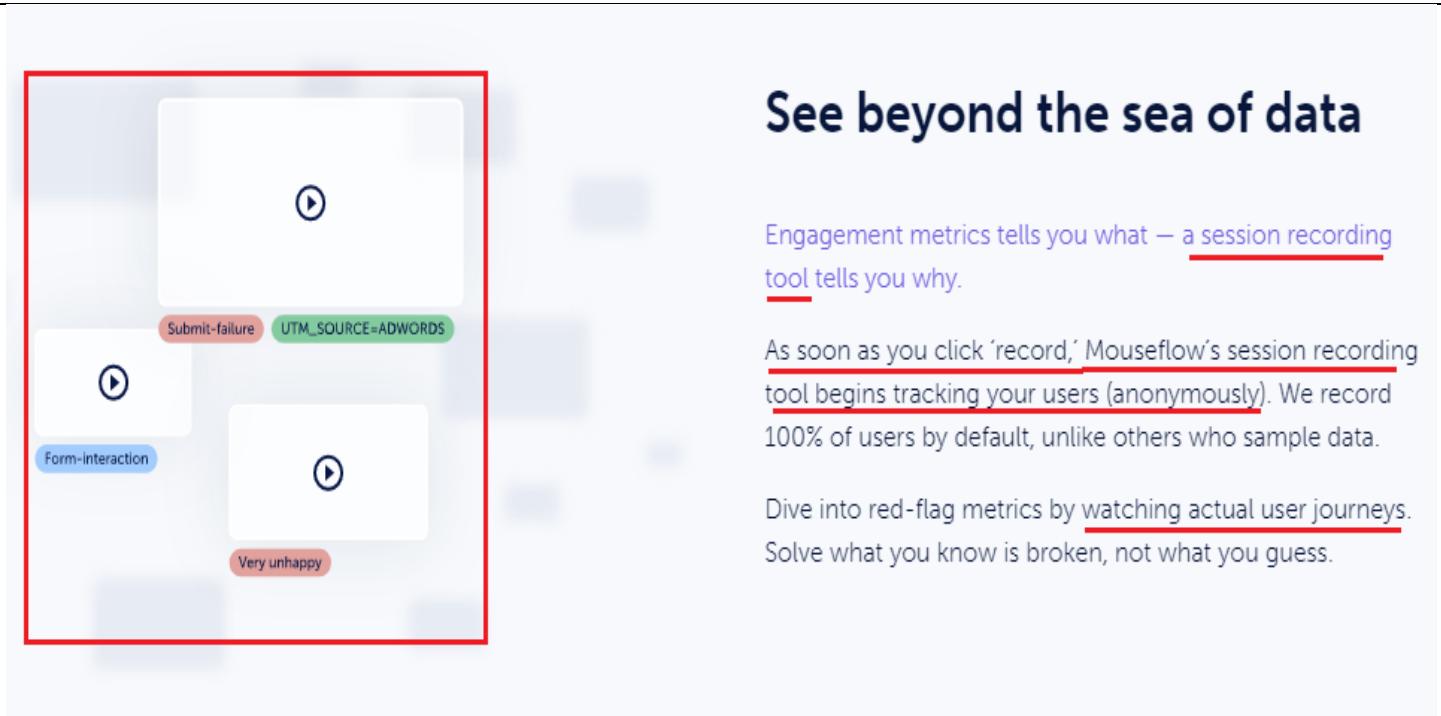

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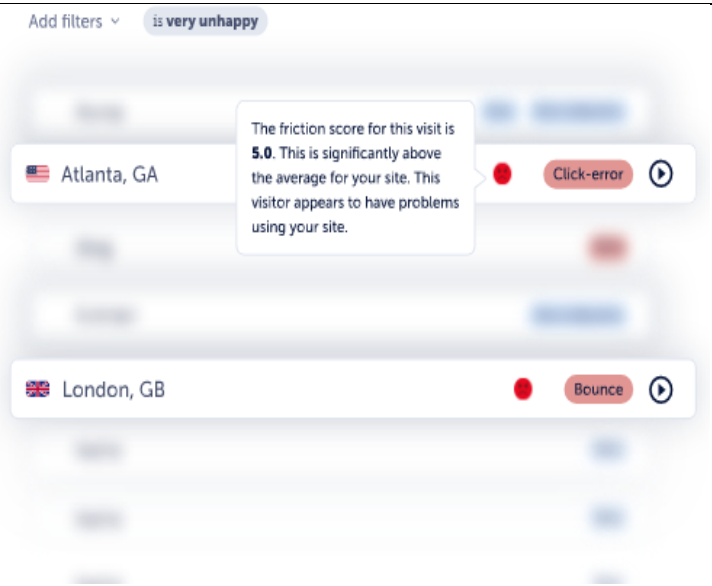

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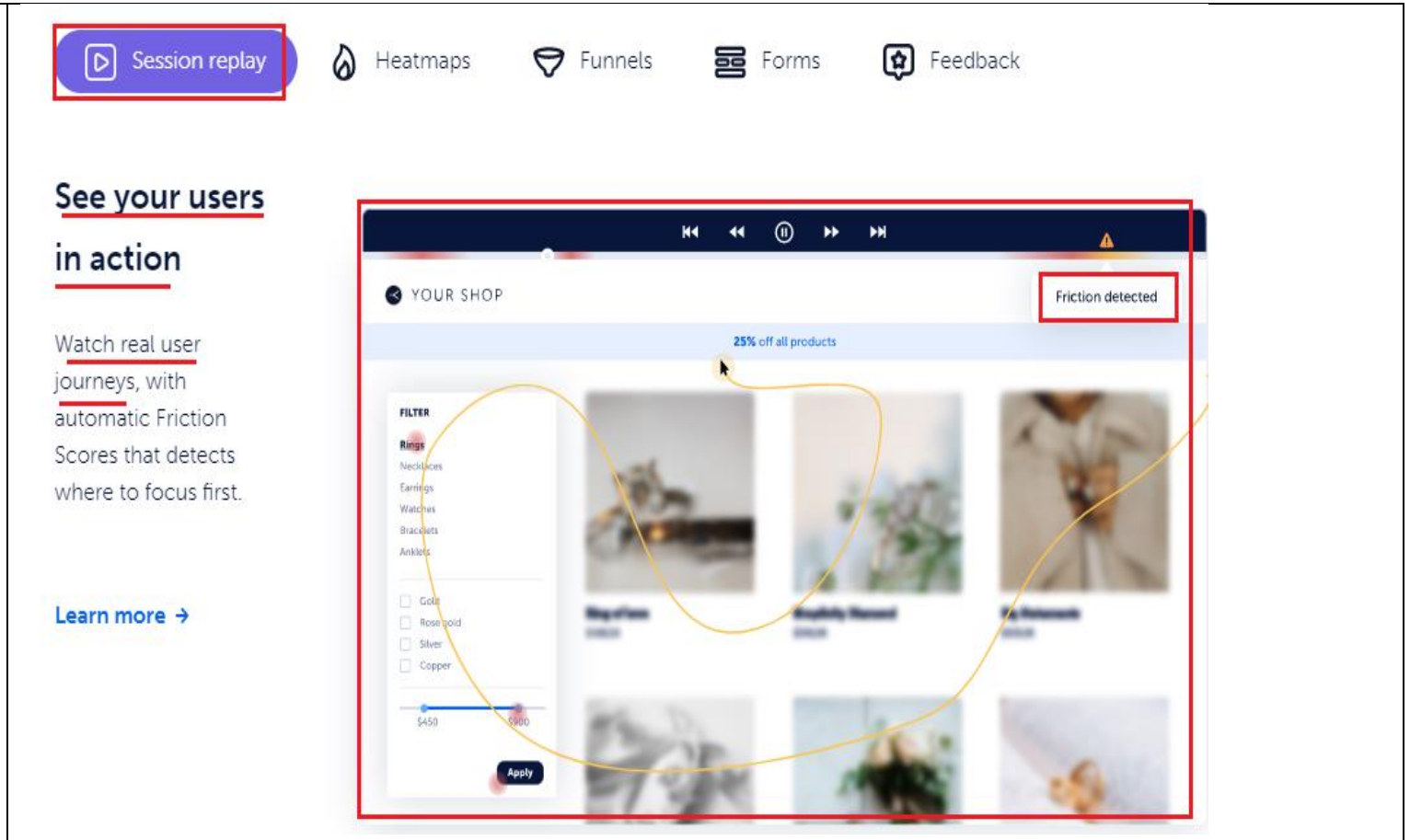
implementing, by the computing device, a network action based on the determined feedback.	The accused instrumentality practices a method of implementing, by the computing device (e.g., a server of the accused instrumentality), a network action (e.g., notify the respective team of the accused instrumentality regarding the feedback message) based on the determined feedback. The accused instrumentality utilizes Mouseflow for detecting user behavior. As shown below, when an issue, which incites user frustration (e.g., when user clicks repeatedly on a particular element or certain area of app or website i.e., rage click) occurred at the interface of the accused instrumentality while using it, the user can provide feedback about the issue. The accused instrumentality provides a feature to automatically trigger a feedback campaign when rage clicks are detected. The rage clicking action gets detected by the accused instrumentality through the user device. The accused instrumentality receives a feedback message package which includes information regarding the issue such as session recordings, text, numbers, smileys, other additional information, etc. As feedback campaign requires active recording session for it to fire, the accused instrumentality will capture the session recording for rage click events along with the feedback message. The user device sends the feedback message to the server of the accused instrumentality.

Exhibit 2



https://mouseflow.com

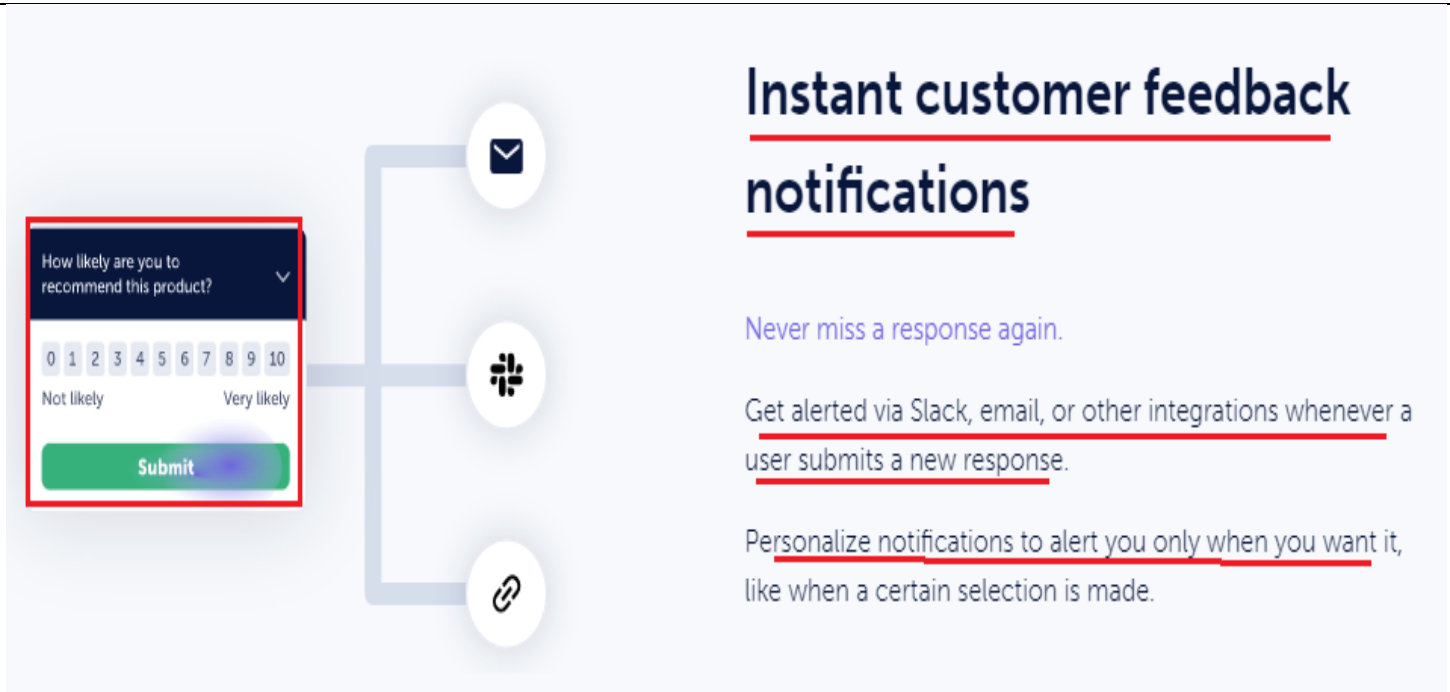
Exhibit 2

Mouseflow to the rescue!

Our newest feature improvement will let you do exactly that! We have added two (2) new triggers to the feedback campaigns so you can now set the modal to appear whenever a user:

https://mouseflow.com/blog/rescue-lost-conversions-with-mouseflow/

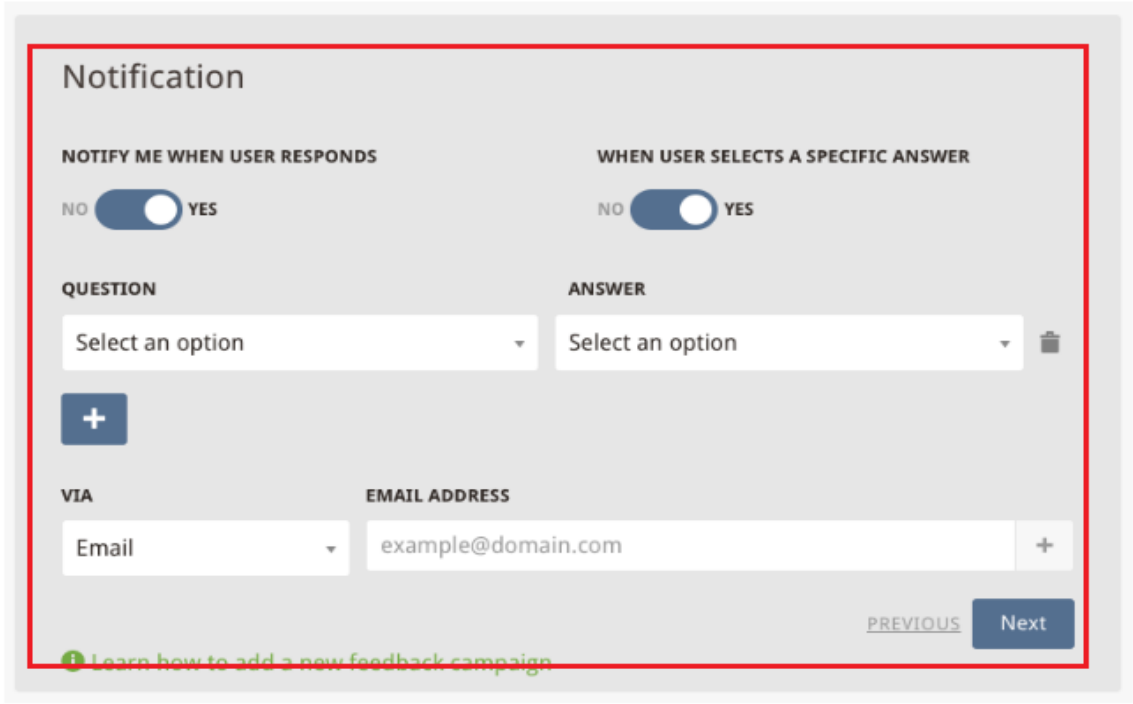
Exhibit 2



https://mouseflow.com/features/user-feedback-tool/

Exhibit 2

The next box contains your options for setting up notifications when customers answer the feedback campaign.



You can choose to be notified either whenever there are any responses OR when a visitor responds to a specific question - and you can choose to receive your notifications either by email, slack or custom webhook.

https://help.mouseflow.com/en/articles/4291376-create-a-feedback-campaign